



P.O. Box 655 Lebanon, New Jersey 08833

1Q18 Board Meeting Minutes

Date: Tuesday, February 20, 2018

Called to order at 7:15PM, ended at 9:30PM

Attendees:

Beverly Atkinson, Dave Brown, Chris Franklin, Erin Fulton, Joe Galioto, Jim Hardin, Lucas Koziol, Valerie Mathews, Rebecca Mazzolla, Ken Natalie, Ron Pawlikowski, Carolyn Reynolds, Colin Saville, Dennis Schmatz, Greg Sumner, Cyrena Terricone, Rachael Wild, Craig Winter

1. President's remarks

- a. First, thanks to everyone who came tonight, showing interest and care in HRH
- b. Thanks to my incredible fellow Board members – a very competent and energetic group that cares about HRH. Lots of work and hours beyond the running!
- c. The state of the club - the Hill Runners had a good year despite some business challenges:
 - i. We continue to build a great core group of members that regularly participate in group runs, social events and volunteering opportunities
 - ii. We welcomed some new members but also lost a few. And we have many legacy and inactive members. Becca has a breakdown and will discuss the situation.
 - iii. We improved and built relations with other running clubs – Base Camp, Rose City, BTAP.
- d. However, our membership level is declining.
- e. And our revenues (from dues, web ads and merchandise sales) are barely covering our fixed costs (such as RRCA dues and insurance, USATF dues, web site admin and the PO Box) combined with costs for social events and promotions.
- f. Sure, we're a non-profit organization. But, to fulfill our mission statement we should have cash/reserves for more/better social events, promotions, race sponsorships and donations.
- g. So, in 2017 the Board focused our efforts on cost control and revenue generation. We limited unnecessary spending and tried some new promotional ideas – bottom line is we have a grip on the challenges but there is much more work we can do.
- h. We need to increase our revenues – some thoughts, we have ideas for these but need more:
 - i. increase our annual dues fees



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- ii. attract and retain more members – understand why runners join, why they don't renew
 - iii. improve/automate our membership renewal process
understand and promote our value to the running community, member benefits
 - iv. drive more third-party ad sponsors
 - v. drive more HRH merchandise sales
 - i. We need to continue responsible spending habits.
 - i. Guest Runner Day food, contributions, sponsorships, promotions etc.
 - j. We need help! We need to expand the core group of contributors. For 2018, two requests:
 - i. Promote – reach out to prospective members, community
 - ii. Participate – in group runs, social events, volunteering e.g. Columbia Trail table
2. VP Remarks
- a. Sunday Runs Summary:
 - i. 53 total - 29 routes
 - 1. 13 more than once
 - a. Columbia Trail (x8)
 - ii. 6 hosted by HRH members
 - 1. Jim & Kathy Crossin
 - 2. Ed Leydon
 - 3. Cyrena Terricone
 - 4. Jim Hardin (Pool Run)
 - 5. Kathy Ballance (Balloon Run)
 - 6. Janet Howard (Holiday Light Run)
 - iii. Rose City Runners
 - b. Volunteering Highlights
 - i. Sprintin' Clinton 5k
 - ii. Clinton Country 15k / 5k
 - c. Pie Run
 - i. 19 participants - 9 females / 10 males
 - ii. Pie winners
 - 1. John Weidner
 - 2. Mirril McMullen
 - 3. Valerie Mathews
 - 4. Erin Fulton
 - iii. Thanks for helping: Dave, Ron, Cyrena, Joe, Greg
 - d. 2018 Runs/Events:
 - i. Faherty Run (2/25)
 - ii. Clinton Country Run (4/28)
 - iii. Beast Trials (TBD?)



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- iv. John Fischer Pub Run (TBD)
 - v. Balloon Run (TBD)
 - vi. HRH Pie Run (TBD)
 - e. Volunteering Highlights
 - i. Sprintin' Clinton 5k
 - ii. Clinton Country 15k / 5k
- 3. Review and approval of 4Q17 minutes
 - a. approved
- 4. Volunteering Events
 - a. Clinton Country Run 4/28 - water stop
 - b. Girls on the Run 5k - Beginning in May, November in New Hope
 - c. Let me Run - May
 - d. R2C Relay - RM to reach out to see if they need help, They didn't need any help/support this past year
 - e. Sprintin' Clinton - Planned for 7/14, 7:30AM - The club will wait to see if they reach out for help/support. While we enjoy helping out the day of, the club does not have an interest or ability to direct or provide significant amounts of support at this time.
 - f. Main Street Half - in the fall
- 5. Upcoming Social Events
 - a. Annual club dinner – Venue Change - approximate 30 persons
 - i. March 25
 - ii. Capuano
 - b. Member-hosted runs
 - i. Ed hosted yesterday
 - ii. Seeking folks to host
 - c. Guest runner days (March 3, April 7, May 5)
 - i. all covered
 - ii. The Membership discussed the idea of more Organized Pace Runs - the use of a "Pace Buddy", a way to keep runners/members connected. Discussion was made on sharing contact information with the idea of texting the day before - the idea of Accountability. The board we will work on tweaking the wording on the website to sound more inviting. One of the unique things we do is circle back to our slower runners - consider mentioning that in the website. Add and note on the website that we do and will do shorter loops with new runners. Note that new runners are welcome anytime, not just guest runner day.
 - d. Additional HRH social runs
- 6. Marketing
 - a. Pamphlets or other material at local races
 - i. RM to forward flyers to Dave. Dave to work on a brochure
 - b. Flemington - Health and Wellness Fair Feb 28th



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- c. Aid stations – future locations/dates
 - i. Columbia Trail
 - ii. To determine additional locations
 - iii. Dates to be scheduled
 - iv. Board requests support from general membership
 - d. USATF NJ Contact Information Outdated on USATF NJ website - VM to update.
 - e. Logo clothing – future orders
 - i. Some available for sale on table
 - ii. We add 1-2 dollar markup to generate revenue
 - iii. Set up for this spring with Sneaker Plus
 - f. Website – sponsored ads, updates, race reports and results
 - i. Todd, Bev's, ProCare
 - ii. Reach out to Sneaker Plus - VM to mention in person when setting up clothing sale
 - g. Facebook
 - i. CT - all over it.
 - ii. Continue with promoting
 - h. Articles for Newspapers/Other outreach Publications - DB to look into and come up with proposal plan.
 - i. Hunterdon Democrat
 - ii. Other Local News Paper
 - iii. Library
 - i. HRH benefits and selling points
 - i. Discussion on real value, "leave no runner behind" culture. Articulate this on the web site - CT to do.
7. Treasurer's Report
- a. VM presented Budget
 - i. 1/3 of the budget goes to RRCA for insurance
 - ii. In 2017 -
 - 1. Started with \$114
 - 2. Expenses Totaled - \$1525
 - 3. Ended with \$310
 - b. 2018 Planned Budget - Passed.

Balance Forward 1/1/2018		\$ 310
<u>Income</u>		
Dues (@45 Individual members)		900
(@5 Family memberships)		150
Third party Advertising on Website		180
Fundraising (Hats, Visors, Beanies, other)		250
	Sub-total Income	1,480



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Expenses		
Road Runners Club of America Dues & Insurance		494
USA Track & Field Annual Membership Fee		75
IRS 501c3 Non-Profit renewal		-
Annual Meeting		150
Web Site Administration - Steve Brookman		100
PO Box		66
Advertising/Publicity		
	Business Cards/Flyers	50
	Race Sponsorships & Contributions	100
Social Activities		
	New Year's Day Brunch	25
	Annual Dinner	SELF-FINANCED
	John Fischer Pub Run	SELF-FINANCED
	Pie Run	200
	Guest Runner Day Refreshments	100
	Member Hosted Runs (x \$25)	100
	Sub-total Expenses	1,460
Estimated Ending Balance 12/31/18		\$ 329

- c. Board looking into having members self support events by donating food/pies
- d. Dues/membership renewals
- e. Checking account balance
- f. Budget proposal and Income Statement
- g. Donations
 - i. Ed proposes we take away the offer to contribute \$25 per person donation to race of individual members - Motion Passes.
 - ii. The Board will use funds for local support/charity such as Camp Carr, which specifically we have not been able to donate to due to lack of funds.
- h. RRCA membership and insurance renewal
- 8. Membership - RM gave report
 - a. Status/updated list, new members - RMs report
 - i. 2017 Summary Members Status
 - 1. 49 Total active Members - 39 Single / 5 Family
 - 2. 16 Honorary - up from 12 the year before (Brookmans and Crossins added)
 - 3. 10 New Members



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4. 20 Members lost - did not renew from 2016
 - ii. In general, Membership trend has been on the decline in recent years. The trend is that runners join, but we are unable to retain them. As of the meeting, we had 41 active members (excludes the honorary members); while we have 120 listed names - meaning in about 80 runners have signed up at some time, and not renewed.
 - iii. RM and Board will work on the following items to help gather information and try to bring back lost members:
 1. A "We miss you" Email to past members. Include a survey or link to provide feedback. We would like to know what we can do improve/keep members.
 2. Online Renewal of Membership.
 3. In the Membership Form, include a line - "What do you want to get out of your membership?" Help us to learn about our membership wants and is looking for.
 - b. Board will investigate ways to pay dues online - such as paypal. Also will consider adding a "Donation" button to our website.
 - c. Renewal process, proposed dues increase 2019 - CF making motion, Bev seconds - Motion Passes
 - i. increase to \$25 for single membership
 - ii. family membership \$40
 - d. Honorary Members - keep on the list
 - e. Runner's Warehouse discount code - only for active members
9. Additional Business
 - a. Kathy Hale - Rose City joint club proposal, USATF Team (14 team races in year)
 - i. Creating a new aggregate club in the eyes of USATF
 - ii. Kathy to talk to USATF and come back to the board with additional information
 - b. Board member elections for 2018 term
 - i. Slate of nominees: CF made motion to approve, KH second - motion passes
 1. President – Dave Brown
 2. Vice President – Ron Pawlikowski
 3. Secretary – Becca Mazzolla
 4. Treasurer – Valerie Mathews
 5. Social Director – Cyrena Terricone
 6. At Large – Erin Fulton